Tourism Cares North America Travel Map Consultant

About Tourism Cares

Tourism Cares, Inc., a USA-based 501c3 nonprofit that unites that travel industry and is a catalyst of positive social, environmental, and economic impact for the people and places of travel. We believe it’s in all our best interest to support the destinations our industry depends on so that communities, travelers, and businesses can prosper. We mobilize the entire industry to use its business as a force for good by uniting, inspiring and activating all sectors to make a positive impact through travel. Learn more at TourismCares.org and @TourismCares.

About the North America Meaningful Travel Map

The Meaningful Map is a part of our digital education program called the Meaningful Travel Platform. This Platform launched in the spring of 2020 and is an online library for responsible and meaningful travel topics and resource to help travel entities integrate impact directly into business. The Meaningful Map is a business-to-business tool that will link and market non-profits, social enterprises, and community-based tourism programs, to the greater travel and tourism industry.

Over the last year, we’ve had nearly 1,000 travel professionals utilize the platform as a resource. With the anticipated surge in domestic travel and the economic influence travelers and travel companies can have on locally-owned and operated businesses and experiences, Tourism Cares is providing a tool that spreads the positive impact of tourism and helps tour companies differentiate their product.

Over the coming year Tourism Cares will scale the map by working with industry consultants, destinations and associations to gather, highlight and market these impact-based organizations to not only connect them to the market, but also inspire the greater travel industry to normalize working with these kinds of organizations as a new model of tourism.

The Meaningful Map will grow in 3 phases:

Phase 1: Focus on secondary and tertiary experiences - Tourism Cares related partners, past grantees and Summit hosts and newly vetted experiences around major US tourism destinations, including National Parks.
Phase 2: Scaling directly with DMO partners by providing framework and tools to find and market experiences.
Phase 3: Highlighting important social and environmental projects at mainstream Tourism Cares Meaningful Travel Summit sites (such as highly marketed museums and other well-known attractions/activities).

**Scope of Work**

The North America Meaningful Travel Map will launch in phase 1 on July 15 with a goal of 100 initial map “pins”, sourced by Tourism Cares staff and hired consultants.

A major priority is to highlight and include diverse and inclusive travel and tourism related organizations as a way to connect them to travel, grow their business and support their community. Tourism Cares is seeking a consultant to help build out the map focusing on organizations owned by or supporting underrepresented individuals and communities.

Our Map Consultant will be tasked with sourcing, vetting and gathering all required information for 25 North American based organizations that fit any of the following criteria:

- BIPOC owned and operated in major US hub cities that are regularly included in tour operator itineraries
- Indigenous owned and operated within close proximity to US National Parks and hub/gateway cities
- Supports historically excluded community members (including Black, Indigenous, ethnic minority, LGBTQA+, people living with disabilities and more)

The map will be divided into geographical regions – The U.S. North East, South East, North West, South West, Alaska, Hawaii – and Canada. The Consultant will help to identify major travel destinations regionally where Tourism Cares currently does not have strong relationships.

Tourism Cares will provide all vetting checklists and criteria for site sourcing, and will work directly with our technology partner to build and maintain the map. The criteria focuses on organizations that are nonprofits, B Corporations or for-profit social enterprises that have a clear mission and impact that also have some connection to encouraging tourism in a community.

**Additional Details and How to Apply**

This is a consultant position, with the scope of work contracted from June – August, 2021. A stipend will be provided upon contract signing and project completion.

Tourism Cares is an Equal Opportunity Employer and will not discriminate on the basis of sex, race, ethnicity, or orientation. This job description may be changed as management deems necessary.
Please submit a letter of interest no later than June 12, 2021 to Jessica Flores, Director of Programs + Marketing, jessica.flores@tourismcares.org